



We make in-store marketing work.

Randy C. Douglas
VICE PRESIDENT / EXECUTIVE DIRECTOR
Supervised Programs

November 28, 1994

Nichelle Nicholes
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

Dear Nichelle,

Thanks for meeting with Ray Mowrey and me last Tuesday. I hope your Thanksgiving was both enjoyable and relaxing.

I promised to have a revised budget to you today for your review. I have made as many reductions as I can with the information we discussed in our meeting. The areas that are still in question that could have a significant budget impact are the van team overnights (\$4,500) and the number of new SPR's that we need to hire (\$6,000). Both of these line items can not be determined until the program start date.

I figured the costs for the drug and background checks on the premise that if the SPR's worked on the 1994 Marlboro van program that additional testing would not be needed.

I have placed in parenthesis the items that I modified and the prior budget estimation. I hope this helps in seeing the changes.

Please call if you have any questions. I am looking forward to working with you, Gina and Claire.

Sincerely,

Randy C. Douglas
Vice President

cc: Gina Plaia Fawcett
Claire Person
Ray Mowrey
Edna Moore

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